

LEO BURNETT, U.S.A.

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At the SMI convention,
be sure to see

"Service Centers...1974" **the profit-making opportunity of the decade**

Service Centers were the big news at last year's SMI convention.

Mark your calendar to see the Philip Morris presentation, "Service Centers-1974", at the Dallas Convention Center, May 3-8, Booth #221.

Philip Morris has up-to-date, in-depth information on Service Center programs around

the nation: case histories that tell you about Service Centers in operation and how this concept can work for you.

"Service Centers-1974" will open your eyes and stretch your mind, because it tells you about one of the greatest profit opportunities for supermarket operators.

Another profit-making idea from
PHILIP MORRIS USA

